THE 2025 SERVICE BENCHMARK REPORT: MEDICAL DEVICE EDITION

THE LESSON IS CLEAR: AI ADOPTION IS MISSION CRITICAL FOR SERVICE SUCCESS.

THE FUTURE OF MEDICAL DEVICE SERVICE: SMARTER STRATEGIES FOR SUSTAINABLE SUCCESS

As equipment complexity increases and technician expertise gaps widen, **medical device service organizations are under pressure to improve service efficiency, reduce costs, and maximize equipment uptime.** However, as our data reveals, service teams still face significant challenges, particularly regarding unnecessary parts costs and preventative maintenance (PM) effectiveness.

Across the industry, **high rates of Repeat Parts Replacement signal inefficient troubleshooting**, leading to inflated service costs and avoidable downtime. Meanwhile, **PM strategies continue to fall short**—in some cases, nearly one in four assets require a follow-up service event within three months of a PM visit. **These trends indicate a growing need for smarter, more proactive service models that move beyond reactive break-fix cycles.**

CONTENTS

The medical device service sector is at a crossroads.

THE SHIFT LEFT IMPERATIVE

Empowering Service Teams with the Right Information, Every Step of the Way

To combat inefficiencies in service operations, the best-performing medical device service organizations are adopting a **Shift Left strategy**—not just to resolve issues faster, but to eliminate the root causes of service challenges. Shift Left is a service strategy that minimizes escalations, reduces costs, and improves efficiency by ensuring that the right information, tools, and expertise are available as early as possible in the service journey—whether through self-service, remote support, or better-equipped technicians. **Organizations can prevent misdiagnoses, reduce inefficiencies, and enhance technician performance—before issues even arise—by ensuring that service teams have access to the right information at every step of the servicing journey.**

With **AI for Service Professionals**, Shift Left is redefined:

- Service teams need a unified, intuitive way to access critical information—whether it's troubleshooting guidance, parts ordering, or service manuals—to act quickly and accurately.
- Service isn't just about fixing problems; it's about having the right tools and information upfront to complete jobs efficiently and accurately.
- Instead of technicians struggling to ask the "right" question, service platforms should guide users toward relevant insights and solutions before issues escalate.
- AI-driven tools should learn from every service interaction, refining recommendations over time to align service strategies with real-world needs.

CUSTOM-BUILT VS. READY-MADE:

Choosing the Right Path for AI & Digital Transformation

Another critical decision for service leaders is whether to build proprietary service intelligence tools or invest in AI-powered solutions already transforming the industry. While a build approach offers customization, it often comes with higher costs, long development timelines, and maintenance burdens. Conversely, **a ready-made strategy—leveraging proven AI and predictive analytics platforms—accelerates Time to Value and allows medical device service organizations to focus on what they do best: delivering world-class service**.

KEY FINDINGS

This year, we reviewed trends across technologies in various medical device settings. In our analysis of this year's data, we learned:

A. Overall

In bottom-performing companies:

- There is a return for follow-ups more than half the time due to a failed first visit—causing delays, higher costs, and lower customer satisfaction.
- There is a 5X longer Resolution Time compared to their top-performing counterparts, leading to prolonged equipment downtime.
- Service visits occur 3X more often due to increased time between failures.
- 1 in 4 preventative maintenance (PM) visits fail to prevent a follow-up service event.
- Spend 2-4X more on repeat parts replacement than top performers year-over-year.

B. Lab Equipment Medical Device Companies

Who are they? Companies that manufacture and service diagnostic and research instruments used in laboratories, such as blood analyzers, centrifuges, and microscopes.

- Lab equipment service performance varies widely, with bottom-performing companies resolving only 56% of issues on the first visit, while top performers achieve 82%, reducing costly repeat visits.
- Resolution Times range from 3 days for the best companies to 16 days for the bottom performers, delaying critical research and diagnostics more than 5X longer.
- Poor-performing organizations require service every 61 days, nearly 3X as often as top-tier companies that extend the Time Between Service Visits to 137 days.
- PM effectiveness is a major differentiator, with 30% of devices at bottom-tier companies requiring service within three months of a PM visit, compared to just 8% for top performers.
- Inefficient service execution drives up costs, as a failed first visit leads to three total visits on average, adds 14 days to the Resolution Time, and increases costs by up to 81% per unresolved issue.

C. Imaging Medical Device Companies

Who are they? Companies that produce and maintain imaging systems like MRI, CT, and X-ray machines, which are essential for diagnostic imaging in hospitals and clinics.

- Imaging service performance is inconsistent, with bottom-performing companies resolving only 51% of issues on the first visit, while top performers achieve 79%, significantly reducing repeat visits and downtime. Imaging systems like MRI, CT, and X-ray machines are highly complex, requiring specialized troubleshooting, high-cost parts that may not be readily available, and escalations to senior engineers—leading to lower First Time Fix Rates.
- Resolution Times range from just 3 days for the best companies to 13 days for the bottom performers, meaning some hospitals wait 4X longer for critical imaging equipment repairs.
- Poor maintenance strategies lead to frequent service visits, as bottom-tier organizations

- require service every 29 days, compared to 99 days for top performers, who keep machines running longer.
- PM effectiveness is a key differentiator, with 26% of devices at bottom-performing companies requiring follow-up service within 3 months of a PM visit. Top organizations keep that number as low as 3%.
- A failed first visit increases service costs by 87% per work order. It adds 12 days to the Resolution Time, making it critical for imaging service providers to improve First Time Fix Rates and predictive maintenance strategies.

D. Acute Care Device Companies

Who are they? Companies that develop and service life-critical surgical and patient monitoring equipment used in operating rooms, intensive care units, and emergency settings.

- Acute care medical device service performance varies widely, with bottom-tier companies resolving only 65% of issues on the first visit, compared to 86% for top performers, leading to fewer repeat visits and reduced OR downtime.
- Resolution Times range from just 3 days for the best companies to 10 days for the bottom performers, which can delay critical surgical procedures and increase hospital strain.
- Frequent service visits indicate poor maintenance execution, as bottom-performing organizations require service every 70 days, while top-tier companies extend that to 149 days, minimizing disruptions. Acute care machines are designed for high reliability and durability, supporting critical, life-saving surgical and ICU procedures. Rigorous PM schedules and strict regulatory standards ensure these devices remain operational for extended periods without frequent service interruptions.

However, there are opportunities for all types of medical device companies.

1. **Leverage AI for Service Professionals:** AI-powered troubleshooting tools can improve First Time Fix Rates (FTFR) by reducing misdiagnoses and helping technicians identify root causes faster.
2. **Enhance technician training and knowledge management:** AI-driven coaching and real-time decision support can bridge the service expertise gap, helping newer technicians perform like top experts. Standardized knowledge-sharing platforms can ensure technicians have access to best practices, previous repair data, and AI-assisted guidance at the point of service.
3. **Adopt proactive service models:** Investing in remote monitoring and diagnostics can reduce the need for unnecessary dispatches and catch failures before they escalate. AI-assisted self-service tools for hospital staff can help resolve minor issues without requiring on-site technician visits.
4. **Optimize PM strategies:** With access to history and insights specific to each machine and customer, technicians perform PM at the right time, using the right approach. AI-powered service intelligence provides contextual repair histories, past maintenance records, and failure trends, enabling technicians to make informed decisions on when and how to service equipment—reducing unnecessary PM visits and improving long-term reliability.
5. **Improve parts and inventory management:** Ensuring technicians can quickly identify and order the right parts for every job reduces delays and prevents unnecessary replacements. Service teams can eliminate guesswork, minimize “parts shotgunning,” and lower overall service costs by providing equipment service histories, past repair data, and AI-assisted recommendations.

HOW WE COMPILED THE DATA

Aquant gathered and analyzed anonymized data, spanning an average of three years, across leading medical device companies.

General Medical Device	Lab Equipment
• **63 service organizations** • Nearly **9 million service events** spanning **1.5 million assets** • Over **30,000 technicians** • More than **$3.4 billion** in service costs	• **31 service organizations** • Over **5 million service events** spanning **600K+ assets** • Over **19,000 technicians** • More than **$1.5 billion** in service costs
Imaging	**Acute Care**
• **14 service organizations** • Almost **2 million service events** spanning nearly **300,000 assets** • Over **6,500 technicians** • Nearly **$1.7 billion in service costs**	• **18 service organizations** • More than **1.5 million service events** spanning over **500,000 assets** • Over **4,000 technicians** • Nearly **$700 million in service costs**

SERVICE BENCHMARKS ACROSS 5 KPIS

1.

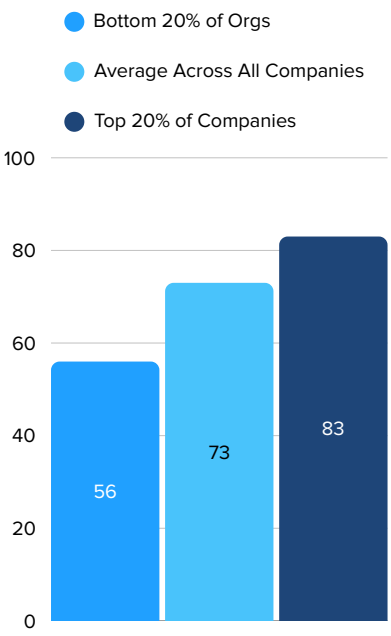
FIRST TIME FIX RATE

WHAT IS IT?

First Time Fix Rate is one of the most popular metrics for workforce measurement. It indicates how often a technician can fix an issue on the first try.

First Time Fix Rate
(Measured Across 30 Days)

GENERAL MEDICAL DEVICE



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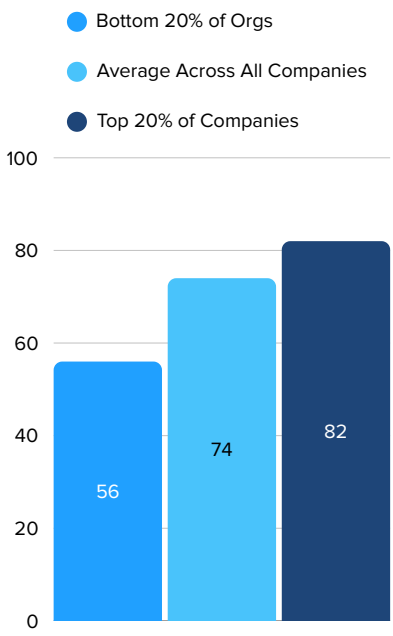

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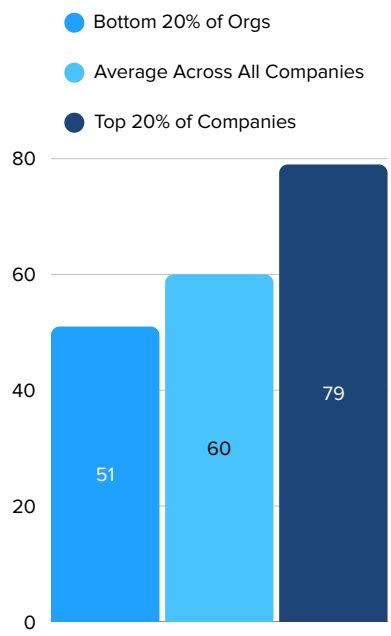

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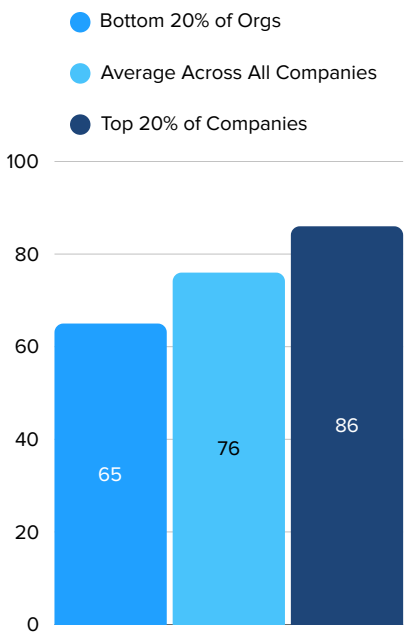
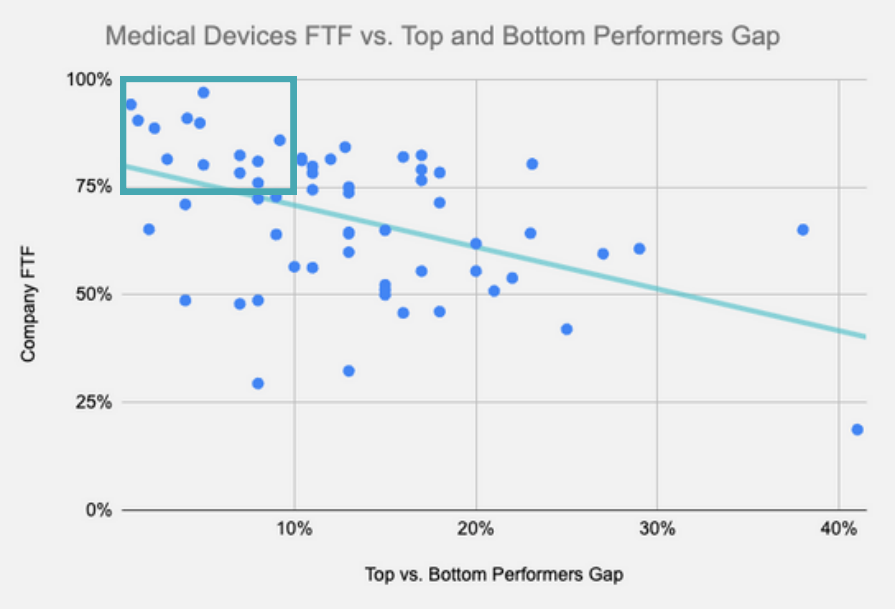


KEY OBSERVATIONS:

The significant difference (20-30%) between top and bottom performers in each category suggests that **underperforming organizations struggle with proper diagnosis, access to parts, or technician expertise**.

AI-driven service models, predictive analytics, and remote triage could help these organizations improve First Time Fix Rate, reducing unnecessary second visits and lowering costs.

Gap Between Top & Bottom Performing Organizations



KEY OBSERVATIONS:

Best-in-class organizations, in the **top left**, have:

- High First Time Fix Rates —typically above the industry standard.
- Better knowledge equity —top and bottom performers have minor performance differences.
- Lower service costs.

PRO TIP

To improve your First Time Fix Rate, provide technicians with better access to real-time information, tools, and training. Advanced diagnostics and knowledge-sharing platforms can help them resolve issues accurately on the first visit. This will reduce the need for follow-ups, increase efficiency, and significantly boost customer satisfaction.

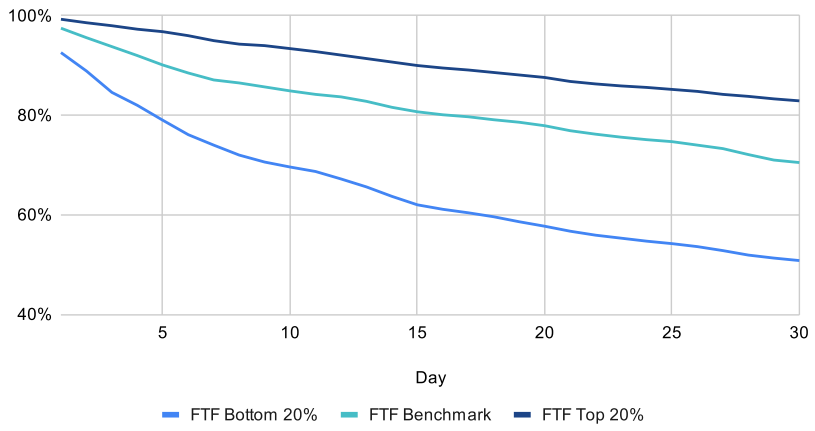
Look at your First Time Fix Rate from different angles to determine your next steps.

- **Team Angle:** Review your technicians' performance and spot who needs extra support. Focus on workers with the most issues or highest costs.
- **Service Angle:** Pay attention to jobs that need repeat visits. Track where First Time Fix Rates are low and problems keep popping up.
- **Customer Angle:** Find out which customers are unhappy and why. Look at the key metrics causing poor experiences, and see how those numbers have changed over time.
- **Parts Replacement Angle:** Focus on parts that are often replaced. Track where certain parts lead to repeated issues, adding to costs and repair times. Identify common failures or inventory gaps that impact First Time Fix Rates, and prioritize solutions that address these bottlenecks.
- **Product Lines & Models Angle:** Review specific product lines and models for frequent service needs. Look closely at products with low First Time Fix Rates to spot design issues or usage patterns causing extra visits. Support technicians with targeted training or resources to tackle these recurring challenges effectively.

CUSTOMER EXPERIENCE GAP

The **Customer Experience Gap** shows the difference between what customers expect and what your organization delivers. Our analysis shows that companies who measure First Time Fix Rates in 7-day or 14-day windows set the stage for a significant experience gap, leading to frustrating customer experiences. The moral of the story: a few metrics can't provide the entire picture—it's time to look at the experience as a whole.

Customer Experience Gap



KEY OBSERVATIONS:

Monitoring First Time Fix Rates over intervals shorter than 30 days can lead to overestimating success and underestimating Resolution Costs. This discrepancy happens when an organization fails to aggregate multiple tickets addressing the same problem.

Moreover, **the overall customer experience should always be a priority.** The need for repeated service interventions, even for distinct issues, is detrimental to the customer's perception of your service quality.

PRO TIP

Knowledge discrepancies among technicians can lead to inconsistent service quality. Enhance customer satisfaction by ensuring all service team members understand your products and adhere to best practices.

Across the medical device industry, a failed first visit leads to an average of **three total visits to resolve the issue**—adding 12-14 days to the Resolution Time, delaying patient care, and increasing service costs.

2.

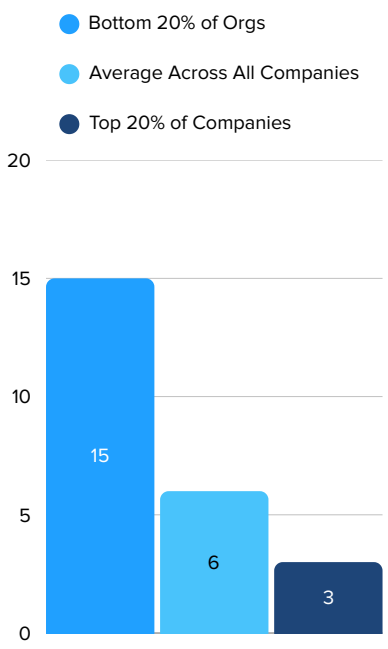
RESOLUTION TIME

WHAT IS IT?

Resolution Time measures the time it takes to resolve a customer issue. Typically, it's the time between the case creation and closure dates.

Resolution Time (Days)

GENERAL MEDICAL DEVICE



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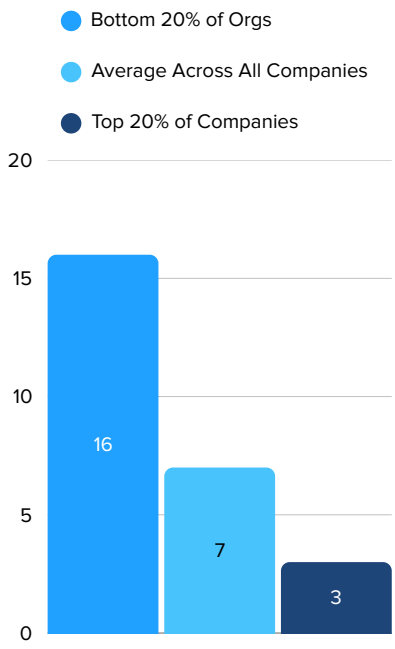

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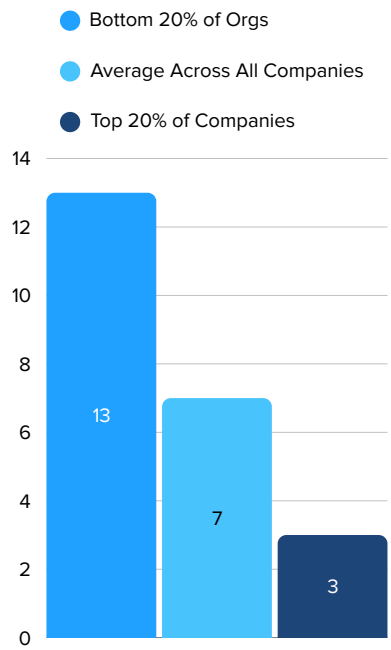

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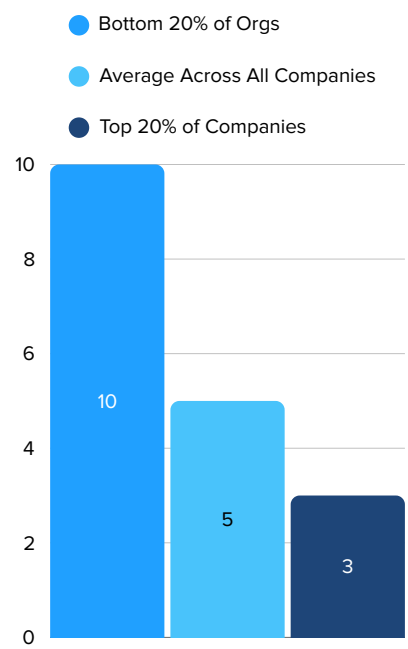


KEY OBSERVATIONS:

- **The top 20% of organizations consistently achieve a 3-day Resolution Time**, regardless of the medical device category. This suggests that best practices in service efficiency, AI-driven diagnostics, and preventative maintenance can be applied across different medical device types.
- **The bottom 20% of Lab Equipment service providers take 16 days to resolve issues**, the longest across all categories. This delay can severely impact laboratory operations, delaying critical research, diagnostics, and patient test results.
- **The bottom 20% of Acute Care organizations resolve issues in 10 days**, which, while still inefficient, is faster than other categories. This could indicate greater urgency in servicing surgical and critical care equipment, as hospitals cannot afford extended downtime in operating rooms.

3.

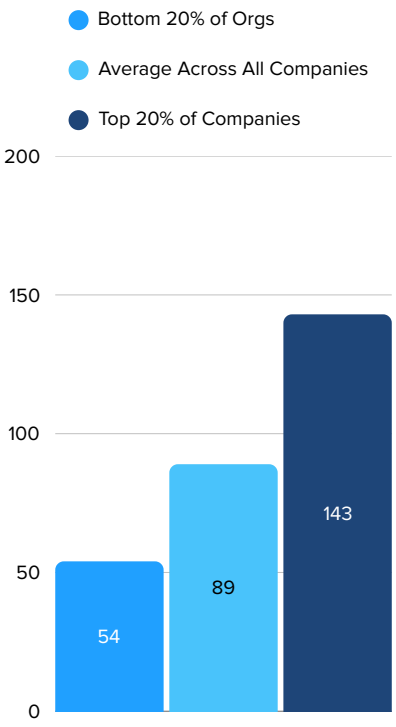
TIME BETWEEN SERVICE VISITS

WHAT IS IT?

Time Between Service Visits measures the average number of days between service events for a device, reflecting its reliability, maintenance effectiveness, and overall service efficiency. A longer time between visits suggests strong preventative maintenance and fewer failures, while a shorter time may indicate frequent breakdowns, ineffective repairs, or high wear-and-tear on equipment.

Time Between Service Visits

GENERAL MEDICAL DEVICE



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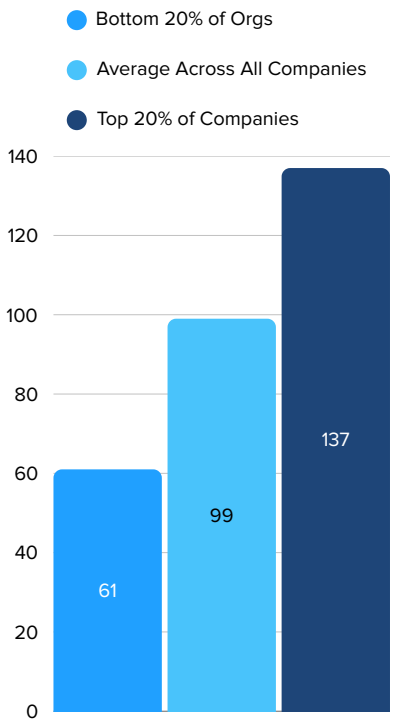

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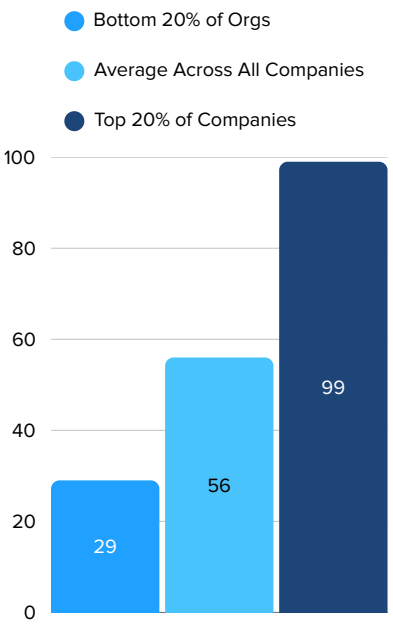

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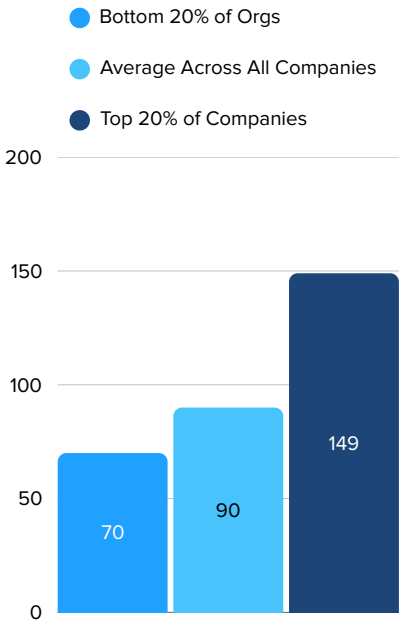


KEY OBSERVATIONS:

In every category, the top 20% of companies achieve **at least 2X the Time Between Service Visits** compared to bottom-tier organizations. This suggests that investments in AI-driven diagnostics, technician enablement, and condition-based maintenance strategies directly impact equipment reliability and uptime.

The challenge of repeat visits, often seen as indicators of service lapses or ongoing issues, presents a significant setback for service-driven businesses. This can be due to:

- Rising expenses associated with parts, labor, and travel.
- A demotivated frontline workforce, which could lead to higher staff turnover, disengagement, and a decline in service standards.
- A less efficient team that manages fewer customer cases.

4.

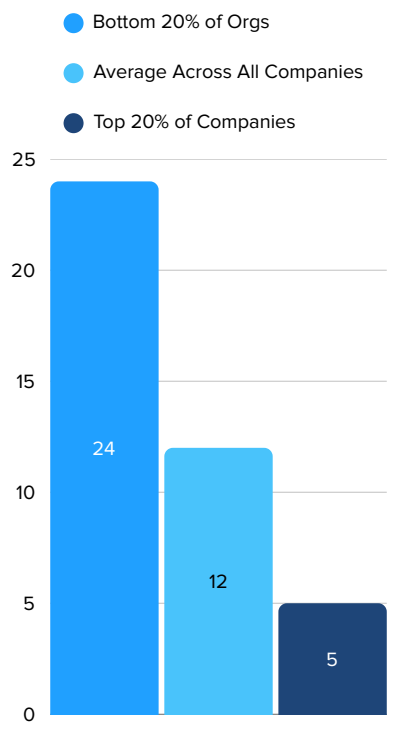
SERVICE EVENT AFTER A PREVENTATIVE MAINTENANCE (PM) VISIT WITHIN 3 MONTHS

WHAT IS IT?

Service Event After a Preventative Maintenance (PM) Visit Within 3 Months measures the percentage of assets that require an additional service event within three months of a completed PM visit. A high percentage of service events after a preventative maintenance visit indicates that PM efforts may be ineffective—potentially due to missed warning signs, incomplete servicing, or unnecessary part replacements—leading to recurring failures, increased labor costs, and disruptions to lab or hospital operations.

Service Event After a Preventative Maintenance (PM) Visit Within 3 Months (%)

GENERAL MEDICAL DEVICE



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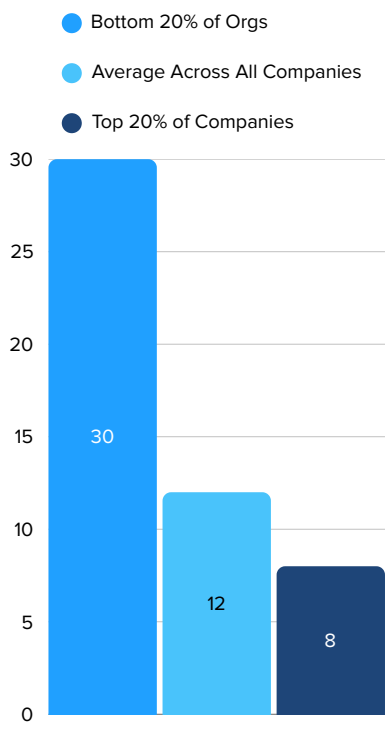

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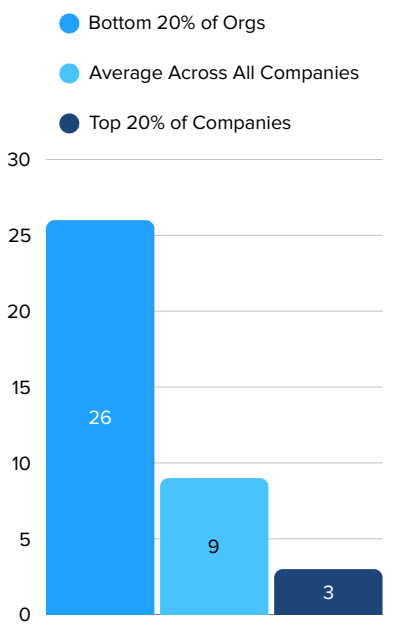

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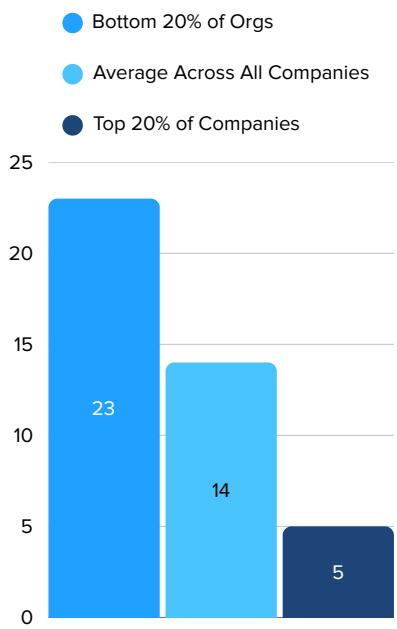


KEY OBSERVATIONS:

- Bottom-performing companies across all segments experience failure rates between 23%-30% within 3 months of a PM visit, meaning **nearly 1 in 4 to 1 in 3 PM visits fail to prevent a breakdown**.
- Across all categories, average-performing companies see PM-related failures in 9%-14% of cases, meaning **at least 1 in 10 PM visits fail to prevent future service issues**. This suggests that even “average” companies need to improve their preventative maintenance execution by leveraging AI-driven condition monitoring and technician training.
- Companies that fail to optimize their PM strategies risk unnecessary repeat visits, extended equipment downtime, and greater operational inefficiencies.

5.

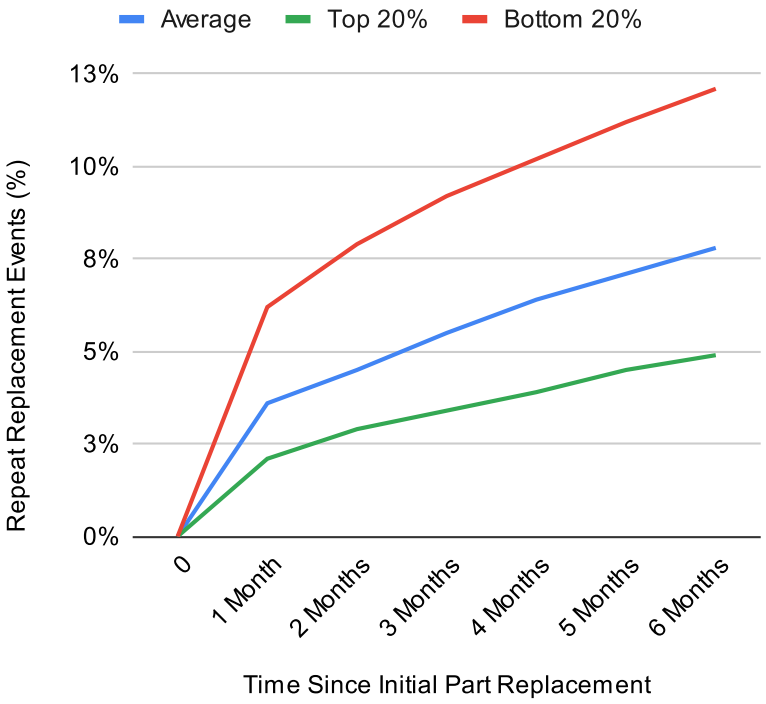
REPEAT PARTS REPLACEMENT

WHAT IS IT?

Repeat Parts Replacement measures the percentage of service events where more than one part is replaced to resolve an issue, highlighting the accuracy and efficiency of troubleshooting. A high percentage suggests trial-and-error repairs (“parts shotgunning”) rather than precise diagnostics, leading to higher service costs, increased downtime, and unnecessary inventory use.

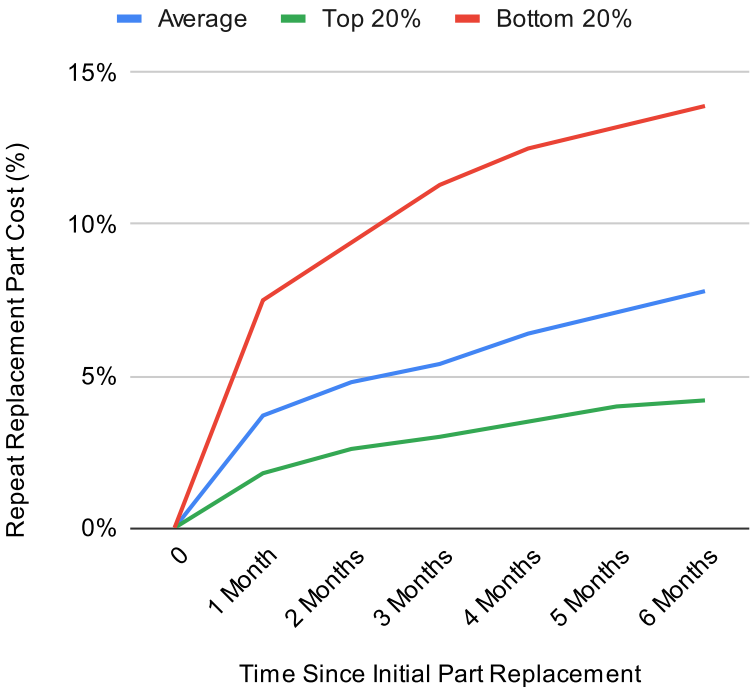
Repeat Part Replacement Events %

(Out of Events w/ Parts)



Repeat Part Replacement Cost %

(Out of Total Part Cost)



KEY OBSERVATIONS:

- Across 1, 3, and 6 months, the **bottom 20% of organizations have 2-3X more repeat part replacements** than top performers and spend **2-4X more on parts**. This suggests inefficient troubleshooting, parts shotgunning, and sometimes poor part quality.
- By the 6-month mark, **bottom-performing organizations reach a 12% Parts Replacement Rate, resulting in 14% of the service parts cost**, compared to **5% and 4% for top performers**.
- Even average organizations have repeat replacements at nearly **double the rate** of top performers and spend **2X more on repeat replacements** by 6 months, signaling a significant opportunity to reduce waste and cost through better diagnostics and service planning.
- **The initial spike in Repeating Part Replacements could stem from inconsistent technician approaches, underlying quality issues, or repeated "go-to" part swaps**—like defaulting to replace a capacitor, even if it isn't the root cause.

Note: For this analysis, we included only parts with a cost greater than $100 and excluded parts that appeared frequently during PM events.

OPTIMIZING MEDICAL DEVICE SERVICE:

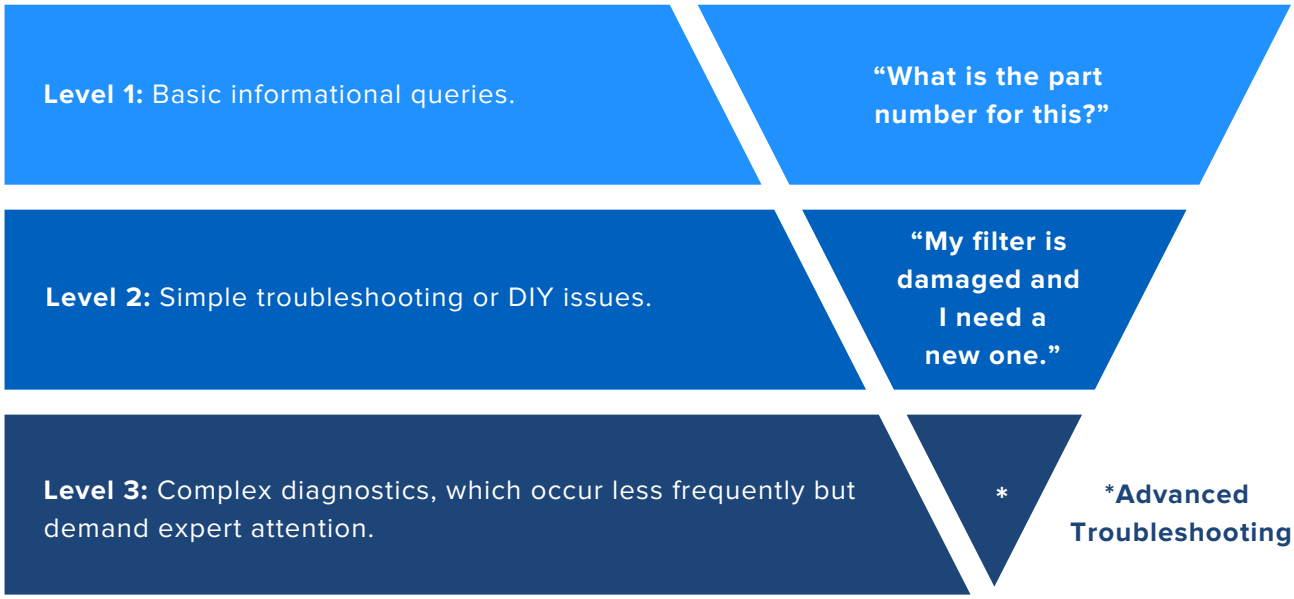
The Power of AI & the Shift Left Strategy

Medical device service organizations are under constant pressure to enhance operational efficiency, reduce costs, and improve service quality. Yet, challenges such as excessive repeat parts replacements, ineffective preventative maintenance, and an expanding Service Expertise Gap™ continue to drive unnecessary costs and inefficiencies.

To address these challenges, leading organizations combine AI-powered insights with **a Shift Left strategy**, ensuring that service requests are handled as early and efficiently as possible—whether through self-service, remote diagnostics, or better-equipped technicians.

The Service Request Funnel: Aligning AI With the Right Service Needs

Not all service requests are created equal. Understanding where issues arise and how to resolve them efficiently is key to optimizing service operations. The Service Request Funnel breaks down into three levels, each requiring tailored solutions:



SHIFT LEFT:

REDUCING SERVICE COSTS & IMPROVING RESOLUTION EFFICIENCY

The Shift Left strategy prioritizes solving problems closer to their origin, reducing the need for costly service visits through remote diagnostics, AI-powered self-service, and proactive maintenance strategies. Organizations that successfully implement Shift Left strategies experience:

Fewer issues reported: When customers, contact center reps, and technicians performing preventive maintenance have easy access to the information they need, fewer service tickets are created.

Lower service costs: Smarter troubleshooting and optimized part usage reduce waste and inefficiency.

Higher First Time Fix Rates: Technicians arrive better prepared, reducing parts replacements and repeat visits.

And with AI for Service Professionals, the impact is substantial:

- A modest 1% increase in remote resolutions can **save organizations up to $1.1 million annually**.
- AI-powered troubleshooting prevents "parts shotgunning" by guiding technicians to the right fix the first time.
- AI analyzes equipment performance data to prevent service failures before they occur.
- AI replicates expert-level knowledge, helping new and experienced technicians troubleshoot confidently.
- AI provides guided support, ensuring that all service professionals can operate at the level of top performers.

ORGANIZATIONS THAT INTEGRATE AI FOR SERVICE PROFESSIONALS EXPERIENCE:

39% FASTER RESOLUTION TIMES – LESS DOWNTIME AND IMPROVED OPERATIONAL EFFICIENCY.

121% HIGHER ACCURACY IN SERVICE TROUBLESHOOTING – REDUCED ERRORS AND INCREASED FIRST TIME FIX RATES.

THE FUTURE OF MEDICAL DEVICE SERVICE:

AI + SHIFT LEFT = A SMARTER WORKFORCE

As the Service Expertise Gap™ widens and equipment complexity increases, AI-powered solutions will be critical in keeping service teams efficient and competitive. The combination of AI for Service Professionals and Shift Left strategies allows organizations to:

- **Scale expert knowledge across the workforce:** Helping technicians service equipment like top performers.
- **Improve PM accuracy:** Reducing costly, reactive service calls.
- **Deliver faster, higher-quality service:** Meeting customer expectations in an increasingly demanding market

The future of field service is here. **Organizations that embrace AI-driven service models and proactive Shift Left strategies will lead the industry**, ensuring that every service event is handled faster and more cost-effectively.

CUSTOM-BUILT VS. READY-MADE

WHY DOMAIN-SPECIFIC SERVICE AI IS A FASTER PATH TO PEAK PERFORMANCE

FROM COST CENTER TO COMPETITIVE EDGE: THE CASE FOR AI IN FIELD SERVICE

For medical device service companies looking to integrate AI into their operations, **the decision between building a custom AI solution or investing in a ready-made service AI platform is pivotal**. AI enhances service efficiency, streamlines troubleshooting, and improves overall Resolution Times. By leveraging AI for predictive maintenance, expert-driven solutions, and automated troubleshooting, companies can significantly increase service accuracy and reduce resolution times, leading to better patient outcomes and cost savings.

However, developing an in-house AI system demands substantial investment in specialized talent, infrastructure, and ongoing maintenance. The complexity of AI development can divert focus from core business functions, slow service optimization efforts, and introduce compliance risks—particularly in a highly regulated industry like medical devices.

Meanwhile, service organizations leveraging ready-made service AI have seen a **121% increase in accuracy versus traditional troubleshooting methods**, improving First Time Fix Rates and reducing unnecessary parts replacement. Furthermore, in 2025, we will see even more incredible advancements in AI for service platforms, enabling companies to further tailor AI capabilities to their industry's unique needs. AI solutions will incorporate service best practices while embedding industry-specific knowledge—accounting for regulatory requirements, compliance audits, and intricate troubleshooting workflows unique to the field.

AI THAT SPEAKS SERVICE: WHY INDUSTRY-SPECIFIC INTELLIGENCE WINS

AI purpose-built for service is designed to support service professionals in their core activities—troubleshooting, parts lookup, schematic analysis, and issue resolution—all while structuring documentation to make it easy to access and reference in the field. Unlike RAG applications, service-specific AI understands the intent behind technician queries, delivering accurate, context-aware recommendations instead of generic responses.

Building an in-house AI solution using publicly available large language models (LLMs) or generic enterprise AI platforms may seem flexible. Still, it often lacks the deep industry expertise, structured workflows, and regulatory alignment required for complex medical device service operations. Unlike open source LLMs, service-specific AI is designed to go beyond surface-level issue matching—it analyzes historical service data, technician insights, and equipment behavior to pinpoint root causes rather than just suggesting the most common failures.

Additionally, **30% of service solutions are not found in historical service data but instead come from veteran service experts.** AI-powered solutions can capture and scale this expertise, helping organizations bridge the knowledge gap caused by retiring technicians. Given the stringent standards governing medical device service, AI-driven responses must align with industry protocols, ensuring that every recommendation or diagnostic insight adheres to regulatory guidelines. A medical device company using a service-specific AI platform can configure it to account for compliance frameworks, industry-mandated audit trails, and the need for precise, risk-aware troubleshooting. These advancements will allow service organizations to refine AI-driven workflows, ensuring that AI recommendations align seamlessly with industry requirements while improving service accuracy and efficiency.

Ultimately, **partnering with a vendor specializing in service AI allows medical device service companies to focus on their primary mission**—delivering exceptional service and ensuring patient safety—while leveraging advanced technology to enhance operational efficiency. This strategic approach minimizes development risks and accelerates the benefits associated with AI integration.

IN A CUSTOMER STUDY TESTING THE EFFECTIVENESS OF AQUANT VS. OPENAI, AQUANT AI SIGNIFICANTLY **REDUCED UNCERTAINTY IN PROBLEM IDENTIFICATION BY 40%,** ENABLING FASTER, MORE CONFIDENT SERVICE RESPONSES.

START YOUR JOURNEY TO SERVICE EXCELLENCE

Curious about how your org stacks up against the benchmarks outlined in this report?

Participate in Aquant's **7 Day Challenge** to find out—at no cost to you.

Our analysts will process and analyze your data via Aquant's robust AI engine. We'll show you the results of your org's key metrics (including First Time Fix Rate), how you can be more efficient, and where to save money.

LEARN MORE

USE YOUR DATA TO UNCOVER THE MOST SIGNIFICANT OPPORTUNITIES FOR PERFORMANCE IMPROVEMENT AND SEE HOW SHIFTING LEFT CAN HELP YOUR ORG STAY AHEAD OF THE COMPETITION.

Aquant is an agentic AI platform built for service professionals who specialize in complex equipment. The platform delivers expert-level answers – tailored to every job, user, and machine – to even the most complex service questions. Aquant captures both documented knowledge and the institutional expertise of service experts, ensuring that field technicians, call center agents, service leaders, and customers get the right answers when they need them. By analyzing service data, including machine history, manuals, technician notes, and real-world repair patterns, Aquant improves troubleshooting, reduces costs, accelerates workforce training, and enhances customer experiences. With AI-driven insights that optimize performance and decision-making, Aquant transforms service operations into a powerful revenue engine. With Aquant AI, service professionals can be ready for anything.

Learn more about Aquant here: **www.aquant.ai**.